The Teachable Product Design Challenge
Introduction
For the Teachable Product Design challenge, you'll be redesigning the UI and UX for a basic event manager app.
The simple app lets an event organizer add people to a list and organize the event. Once people are added to the list, the event organizer should be able to reorder the list of attendees and edit their information. The list is maintained for the purposes for organizing the event not for the attendees themselves. The app does not have to be Teachable branded.
Here are some things we're looking for:
> Your attention to detail at every level
> Your visual / stylistic aesthetic
> Documenting your outcome (and optionally, your process)
> Don't worry about implementing any actual functionality.

How I plan to spend time on this project:
1 hr: define my project and its core objectives/ features
1 hr: do some research into event app UI, incorporate ideas I like into my design objective
2 hrs: pencil sketches
5 hrs: polished designs in sketch
1 hr: documentation/ wrap-up
Total: 10 hours

How I actually spent time on this project:
1 hr: define my project and its core objectives/ features
1 hr: do some research into event app UI, incorporate ideas I like into my design objective
1 hr: pencil sketches
4hr: **design v01** in sketch (design pattern elements first, then layout)
3hr: **design v02** in sketch (revise pattern elements, then layout, for lighter UI aesthetic)
2 hr: documentation/ wrap-up
Total: 12 hours

Assumptions I'm making about the design:

Who is the audience?- This is undefined, so I'll assume the audience is myself. I'll approach the design purely from an angle of what I'd like in an event planner app. I won't be designing for a particular persona, age, gender, or profession. This undefined user will constrain my ability to brand and develop a look and feel for the product. I'll focus on UI/UX elements only.

What are its core features?
The event app's design should address the following functionality:
- The event app should include navigation to access all the user's events

- The event app should have a view for individual events
- From the event view, the user should be able to see information about that event (such as time, location, date)
- From the event view, the user should be able to add attendees
- From the event view, the user should be able to edit information about the attendee (name, email)
- From the event view, the user should be able to change the order of attendees.

Ideas for additional functionality (not necessary to include, but I might if I have time)
- When a new attendee's information is entered, we can assume that user will be sent an invite to the event. This means we have a status to track around event invites. Therefore:
- From the event view, the user should be able to see outstanding/ pending invites
- From the event view, the user should be able to see accepted invites
- From the event view, the user should be able to see rejected invites

Ideas for visual design, things that might add delight:
- Use a shifting color spectrum to visually represent time of day of event. Evening events-cooler colors, Morning events, warmer colors. This will give each event view a different/ unique feel.
- Embrace a minimalist design aesthetic. Use icons whenever possible. As the user, design for someone with advanced UI comprehension

Research
I spent a little bit of time exploring UI patterns and seeing other designs around event apps. One thing that I saw frequently was the use of a calendar view, so I decide to include that in my design.

Sketches
I knew that I wanted to have some sort of stacked "list view" where attendees would be represented as a "list item". This piece of UI would useful for informing how I handled entering new attendees, as well as editing information and re-ordering. It had to act as a unit. My sketches helped define the basic elements and some iconography on how I would tackle these requirements. I explored different icon approaches, especially around the reordering UI.

Design v01
For my first direction, I wanted to try a dark UI scheme, since I hadn't designed in that style for some time. I worried less about UI comprehension and just allowed myself to freely design patterns that I might explore if this was a side project with no real large scale business objective.

I used Noto Sans for my typography. It's a very versatile system font used by Google in their material designs. I Included a zip for installation in my github repo, or it can be downloaded here.

I used [BlackTie Regular](#) as my icon set. Since I wanted to avoid installation, I converted each icon to outlines. In a real design scenario, I'd use the original font set.

Explanations of Screens

My Event-Empty State
- I went with a single column design, making an area at the top for event details
- I didn't focus on the top nav, but provided a way to back to see all events, or to edit the currently viewed event.
- I included a dashboard for user to keep track of invite status
- Related to the invite list item, a horizontally arranged set of input fields for new invites. I realize vertical orientation usually works better but I made the trade-off for keeping them similar to the existing list items.

My Event-Invites
- 10 Attendee list items.
- Attendee list items that show a photo, name, email, status, and an edit button
- A "grabber" icon on the left, inspired by how zeplin handles this.
- A sticky footer button for when the list gets really long. Pressing the invite button would auto-scroll the user back to the top/ entry fields and preselect the user name field.

My Event-Invites-Edit
- By clicking the edit icon, the user can edit the user's name and email directly within the list item.
- The user cannot move a list item in edit mode.

My Event-Invites-Move
- Demonstration of reordering UI. Selecting the list item (by touching the grabber icon area) makes the list item turn transparent. Then the user's mouse changes the position of the green bar, which indicates it's new position on release.

Design v02
I was unsatisfied with some of the results of the designs. Although I felt that I had met the requirements for the assignment, I felt maybe a more conservative approach to the design might be better. It felt prudent to try a different feel, one with a lighter design aesthetic, something both more generic and more conservative for general use.
I don't like to present only one option when designing product UI patterns from scratch, so it felt natural to provide two different directions as well. That way the good ideas can be drawn from both and combined into a final design.

Since I already had patterned elements form the previous design, I could make changes to the individual pieces and easily come up with the new pattern.

Explanations of Screens

My Event-Empty State
- I went with a dual column design. The left column is event details, right column is invites/ guest list.
- I didn't focus on the top nav, but provided a way to back to see all events with a breadcrumb
- I kept the horizontally arranged fields, and their relationship to the list items.

My Event-Invite Sent
- When an invite is sent, side dashboard updates.
- A pending list item appears.
- A toaster notification appears for a few seconds. It will fade in 4-5 seconds, and is also manually dismissable.

My Event-Invite List
- Demonstration of a whole list of 10 list items. Similar to design v01 for list item design.
- For guests with no photo, I went with the first/last initial approach to filling in their blank avatar photo.

My Event-Invite List Scroll
- Layout for an idea around a top sticky nav. It keeps the event title and entry fields always present for long scrolls.
- Demonstration of reordering UI. Selecting the list item (by touching the grabber icon area) makes the list item turn transparent. Then the user's mouse changes the position of the green bar, which indicates it's new position on release.

Self Assessment
Things I felt were good about these designs
- The list item view seemed to be working well.
- I liked including the invite status and tracking that with different states in the list view.
- I felt like the moving of list items was well handled, done in a common sense way.
- My designs were clean, precise, with good use of UI pattern development and assembling into a layout.
- My files were well organized and made good use of sketch symbols and overwrites.

Things I felt were bad about these designs
- No sense of branding or specification to a user or persona. Without a pre-defined brand, company, or audience for the product (even a fake one) it's a bit like trying to design a

good product in a vacuum. Doable, but the results are never amazing. I guess I could have invented one for the purpose of improving the design, but that was outside the scope of the assignment, and anything made quickly might actually be detrimental to the resulting design.

- The frown icon for "not going" might be a bit extreme, too negative. I'd explore alternatives to that.
- My dark design (v01) could have been better. I guess it was good to design first and then pivot to design v02.
- With more time, I'd have research other invite/ event products and applied deeper learnings to the designs.
- I would have liked to further explore the "edit" feature...both for design v02, as well as functionality around manually updating invite status (changing going to not going, etc.)